



Top 5 Ways Your Unit Can Start Fundraising Today!

May 2020

Kristina E. Jones, CFRE – Chief of Philanthropy,
President/Executive Director CAP Foundation





CAP NHQ IS Placing An Emphasis on Fundraising

- Build Right Infrastructure, Systems & Processes for Long Term Success
- Focus on Consistency of Messaging and of CAP's Impact, Building Trust

- Create a Culture of Philanthropy with HQ, Regions, Wings & Squadrons

"Creating a culture of philanthropy and stewardship is not about creating an organization of solicitors—but rather creating a group of people who believe in the power of philanthropy and the organization's mission, and who embrace their role in that work,"

Karen Osborne, The Osborne Group

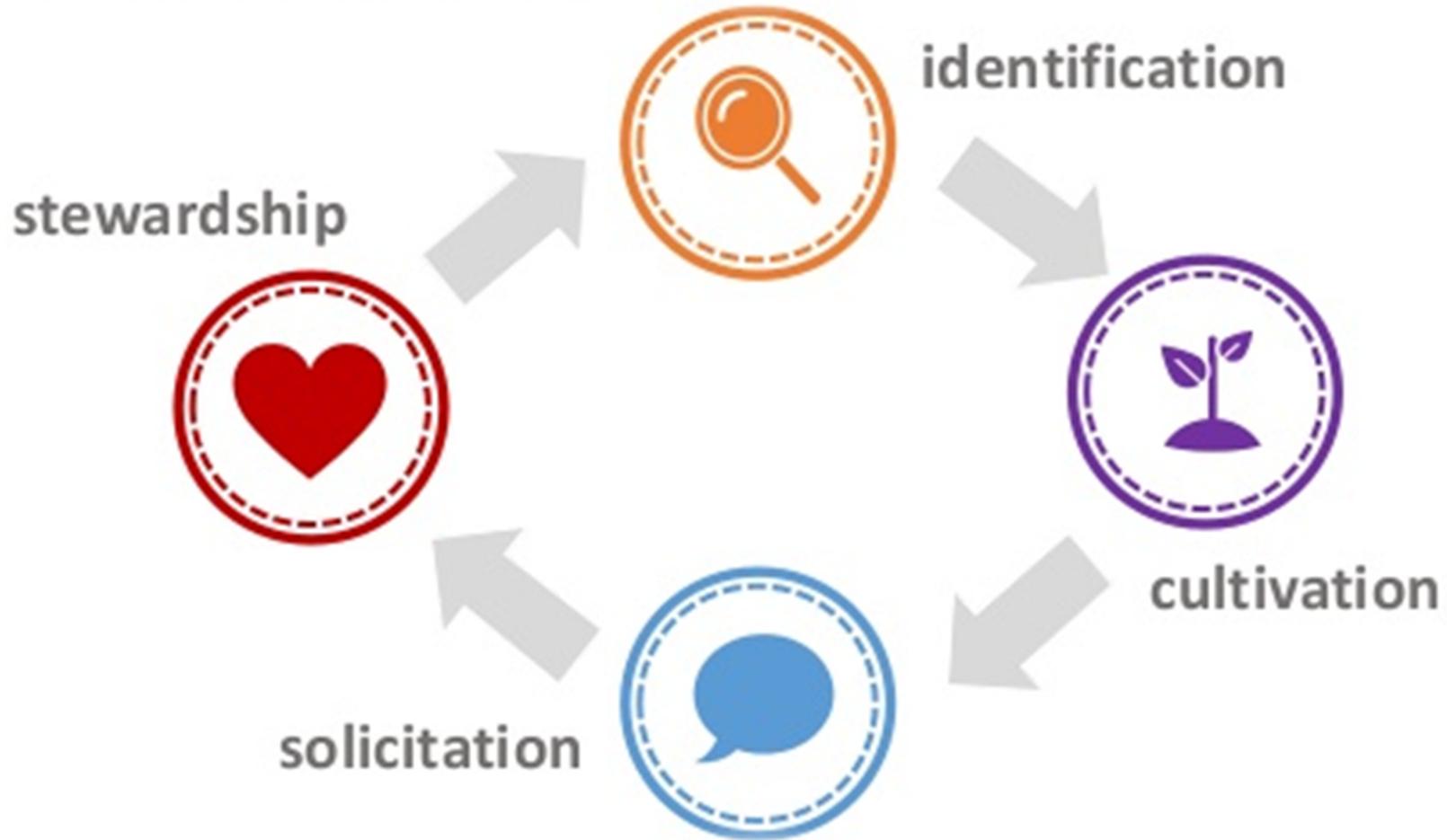


- Our Targeted Priority –Donor Cultivation & Solicitation of Corporations, Industry Partners, Foundations and Major Donors





Cycle of Philanthropy



It's About Relationships!





How is CAP's Philanthropy Working?

- ★ From scratch, approaching two years of building the core of the program.
- ★ **59% of funding received at NHQ is designated for units and wings.** The remaining 41% supports cadet scholarships, cadet programs, aerospace education and various National programs.
- ★ Annual giving and major giving is increasing. **New!** Commander's Circle Recognition for gifts of \$1,000 or more.
- ★ Focused resources for Field Fundraising
- ★ Overall, making strong progress for a stable and consistent program.

With current economy and national crisis? *"When obstacles arise, you change your direction to reach your goal; you do not change your decision to get there."* - Zig Ziglar





Your Resource – Field Fundraising Webpage

HOME / FIELD FUNDRAISING

FIELD FUNDRAISING

FIELD FUNDRAISING

[Field Fundraising Newsletters](#)

[Fundraising Best Practices](#)

[CAP Response Fund](#)

[Wreaths Across America](#)

[CFC](#)

[Field Fundraising Questions](#)

[Matching Gifts Programs](#)

[Matching Gifts FAQ](#)

[Facebook Fundraising](#)

[About Us Development](#)



[Sign Up for Email Updates](#)

Related Documents

- [Top 5 Fundaising Ideas \(2/20\)](#)
- [CAP Field Fundraising Ideas](#)
- [Crowdfunding Guidance](#)
- [Donation Receipt Template CAPF164](#)
- [WalMart Grant Guidelines](#)

Related Links

- [IRS Tax Exempt Letter](#)
- [Foundation IRS Tax Exempt Letter](#)
- [*NEW* 2019 Report to Congress](#)
- [2020 Fact Sheet](#)

www.GoCivilAirPatrol.com/FieldFR





www.GoCivilAirPatrol.com/FieldFR



UNIT FUNDRAISING
BEST PRACTICES

Your best practice guide for unit fundraising. Great stop for a CAP Unit Fundraising 101 introduction. We are capturing more best practices to share.



CORPORATE MATCHING

Employers may match donations and volunteer hours. Many members are leaving \$\$ untapped from their employers for your unit. Link to this page on your local/wing website.



JOIN CFC SIGN-UP

Interested in adding your local unit to the Combined Federal Campaign? Applications are typically due in the December/January timeframe annually. Visit this page for guidance.



GIFTS IN MEMORY/ IN HONOR

Our dedicated members are the ones you can honor or memorialize upon their passing. This link is sharable and donations may be designated for your unit.



PLANE & VEHICLE DONATIONS

We have a signed a 3rd party vendor who manages donations of planes, RVs, boats, cars and heavy equipment. Click here to see the advertisement. We are beta testing the program, but for donors who designate a local unit, a large % of the



WREATHS ACROSS AMERICA

A lasting partnership exists with Wreaths Across America. Your unit can choose to fundraise or can lay wreaths as a programmatic activity.

Resources



ABOUT US
A CONTRACT US

Find your leadership team and contact information. Also see what positions are available on the Development Team National Staff.



FAQS
COMMON 100H

Your new Deputy Chief of Field Fundraising will be sorting through questions to create a FAQ which is helpful and will expedite the answers you need.



FIELD FUNDRAISING
100S UP

Want to stay current with fundraising trends in CAP? THIS is the newsletter you need to be receiving.



SUBMIT YOUR QUESTION

Your opportunity to ask a fundraising question. We anticipate reviewing questions weekly. Your questions will also help us build out the FAQS.



CAP RESPONSE FUND

A fund created by members to assist members in cases of natural disaster. The fund is dependent on member support and can also assist squadrons during crisis.



CORPORATIONS & FOUNDATIONS
WITH A CONNECTION

Ready to contact a corporation or foundation in your area? Send a note to compare notes or ask for assistance.



Top 5 Ways to Raise \$\$ Today

#1 Employer Matching & Volunteer Grants

**National
Commander's
Challenge**

DOUBLE THE DONATION

Did you know many companies match employee donations?

Gifts from spouses and retirees may also be eligible.

[CLICK HERE FOR INFO ON YOUR COMPANY!](https://www.gocivilairpatrol.com/match)

THANKS!



Add this to your Wing or Squadron website
<https://www.gocivilairpatrol.com/match>





More Matching = More Impact!

- Last Fiscal Year **nearly a quarter of a million \$\$** was raised by matching gifts and volunteer hour grants from corporations

Top Matching Gift Companies In US

- General Electric
- Soros Fund Management
- BP
- Gap Corporation
- State Street Corporation
- ExxonMobil
- CarMax
- Johnson & Johnson
- Choice Hotels
- Microsoft
- Pfizer
- Capital Group
- Bristol-Myers Squibb
- Coca Cola
- IBM
- Avon
- Air Products and Chemicals
- American Express
- FM Global
- MBIA

Top Volunteer Hour Companies In US

- ExxonMobil
- Aetna
- Outerwall (Coinstar/Redbox)
- Verizon
- ConocoPhillips
- Microsoft
- Dell
- RealNetworks
- Time Warner and Subsidiaries
- Allstate





More Matching = More Impact

CORPORATE MATCHING

More than 19,000
Companies

Will Match Donations
and Volunteer Hours
of their Employees &
Retirees

See if your employer will match your donation!

Let's Check

All information provided by
Double the Donation

The Double the Donation logo, which is a green circular icon with a white leaf-like shape inside.

<https://www.gocivilairpatrol.com/match>



CORPORATE MATCHING

ITW - Illinois Tool Works

Yes! 👍
Your company has a matching gift program.

[GO TO MATCHING GIFT FORM](#) [SEE GUIDELINES](#)


Match Amounts

| | | |
|---------|----------|-------------|
| Minimum | Maximum | Match Ratio |
| \$25 | \$15,000 | 3:1 |


Employee Eligibility

The matching gift program is great for maximizing your dollar, as many employers will match your gift dollar for dollar or even triple your gift!



Volunteer Grants

Offered?

✓ Yes

Minimum Hours Required

10 Hours

Corporate Donation

\$10 per hour



Volunteer Grant Information

ITW provides grants to nonprofits when employees volunteer on a regular basis with the organization.

For every hour an employee volunteers, Illinois Tool Works provides a grant of \$10 per hour. ITW provides volunteer grants of up to \$1,000 per employee each year (100 hours).

ITW's Volunteer Grant Submission Process:

The matching gift program is great for maximizing your dollar, as many employers will match your gift dollar for dollar or even triple your gift!

Matching gifts will be allocated to the donor's designation (if requested) unless company policy requires distribution to a general fund.

To find out if your employer participates in this program, please search for your employer information above.

<https://www.gocivilairpatrol.com/fieldfr/matching-gifts-faq>

Thank you for checking to see if your employer will match your gift!

If your employer participates in this program, select "Click Here to Get Your Gift Matched" within the search results.





Employer Matching FAQs TOO!

The screenshot shows a web browser window with the URL <https://www.gocivilairpatrol.com/fieldfr/matching-gifts-faq>. The page features a red header with the title "MATCHING GIFTS FAQ". On the left, a navigation menu lists various topics, with "Matching Gifts FAQ" highlighted in a blue arrow. The main content area includes a sub-header "What are Matching Gifts?" followed by a paragraph explaining corporate matching gifts. Below this is a section titled "The Process" with a bulleted list of steps. At the bottom, there is a "Search today!" link and a "Best Practices" section.

MATCHING GIFTS FAQ

What are Matching Gifts?

Corporate matching gifts are a type of philanthropy in which companies financially match donations that their employees make to nonprofit organizations. In many cases, companies will also match the volunteer hours of their employees or their retirees.

Currently, there are more than 19,000 companies who provide this type of support. We want to encourage growth of this program as it has the potential to provide a financial boost to many of our squadrons, wings and focused mission areas.

The Process

- Donor checks to see if their employer participates via the [CAP link](#)
- Donor completes paperwork-MUST list designated squadron-submits to POC usually HR or Gifts Manager
- Employer processes for payroll and/or volunteer gift hours (2 separate programs)-monthly or quarterly
- Employer transmits to 3rd party vendor (Benevity, YourCause, Truist, etc)-monthly or quarterly
- 3rd party vendor processes and transmits to NHQ – monthly or quarterly
- NHQ Development Dept processes monthly and transmits to NHQ Financial Management Dept for processing
- Financial Management processes and transmits to Wing Administrator within 2 weeks
- Wing Administrators processes and transmits to squadron within 2-4 weeks

[Search today!](#)

Best Practices

If you have questions regarding receipt, check with your Wing Administrator FIRST given the above timeline. If not received,

<https://www.gocivilairpatrol.com/fieldfr/matching-gifts-faq>



Top 5 Ways to Raise \$\$ Today

#2 Units May Raise Funds on Facebook

HOME / FIELD FUNDRAISING / FACEBOOK FUNDRAISING

FACEBOOK FUNDRAISING

Civil Air Patrol Facebook Fundraising Guidance

Before You Start a Facebook Campaign

Wing Commander is the approval authority for fundraising activities (CAP Regulation 173-4)
NHQ Development must be notified of the following PRIOR to campaign launch.

[Email the Field Fundraising Team regarding details of the campaign](#)

Email should include
Subject: Unit Facebook Fundraising for Unit #

Include in the body of the e-mail:

- Campaign POC
- Name of Campaign (see below)
- Campaign goal and length of campaign
- Reason for campaign (i.e. color guard, uniforms, project, etc.)

How to Set-Up a Facebook Campaign

1. Go to Civil Air Patrol's national Facebook page <https://www.facebook.com/capnhq/>



<https://www.gocivilairpatrol.com/fieldfr/facebook-fundraising>





Top 5 Ways to Raise \$\$ Today

#3 Wal-Mart Grants

**Grants from
\$250 and up
to \$5,000**

CAP Units have successfully received grants up to \$5,000.

Get to know your local manager and share about your local unit. THEN fill out the application.

New calendar year for applications begins 15 February 2019

Learn More about the Wal-Mart and Sam's Clubs Community Grant Program

Walmart  Foundation

- Know Your Local Manager Before You Apply
- Talk to the Manager About Interest in Your Application
- Stores Fund Programs more than Capital Improvements
- Say THANK YOU to the Store

<http://giving.walmart.com/walmart-foundation/community-grant-program>



We Hold Relationships... *We Just Need to Connect the Dots*

Great Squadron Activity!

• We Know Who We Know...**List At Least 2 People, You Know Personally**

1. Who know everyone in town – whether through their business, their religious affiliation, or just their gregarious nature (etc.)
2. Who own a small business or work at a large company, in any capacity – entry-level employee, manager, C-Suite or...
3. Who are teachers or decision makers at local schools
4. Who belong to a community organization, like Rotary, Jr. League, etc.
5. Who have kids who are active (or have been active) in CAP or anyone who is a past member of CAP?
6. Who have led interesting lives
7. Member(s) who work for a corporation or foundation

Source: [*“FriendRaising...Community Engagement Strategies for Boards Who Hate Fundraising but Love Making Friends”*](#) Hildy Gottlieb





Top 5 Ways to Raise \$\$ Today

#4 Other Community Grant Programs

- Kiwanis
- Rotary
- VFW
- Military Spouse Groups
- Jr. League

[Field Fundraising Best Practices Guide](#)

SAMPLE FUND-RAISING LETTER #2 SPECIFIC NEEDS (Uniforms)

(Use squadron or wing letterhead)

10 January 2017

Ms. Alice S. Strong
Director, Community Relations
Auto Locks, Inc.
#3 Industrial Parkway
Gladville, IL 67890

Dear Ms. Strong:

The City of Gladville is very fortunate to have an outstanding Civil Air Patrol Cadet Squadron with more than 40 active members. You may have noticed a recent newspaper article (*see enclosed*) about our color guard that has won numerous competitions and was selected to lead the city's 2017 Christmas parade. All of the young men and women that make up our cadet squadron are proud to be members and they are a joy to work with.

The Civil Air Patrol is a uniformed organization and our uniform instills respect and pride in everyone who wears it. The uniform also helps a young person develop their self-esteem. Most of our cadets, however, come from low-income families and struggle to afford to purchase CAP uniforms. Therefore, I am writing to request financial assistance from your company so that every member of the Gladville Cadet Squadron can proudly wear our distinctive uniform. It will cost \$125 to purchase a basic uniform for each cadet and we have 18 cadets who come from low-income families (*household income below the poverty level*). Because Auto Locks, Inc., is one of the largest employers in our city, I am respectfully requesting that your company consider making a tax-deductible contribution of \$2,000 toward the purchase of these needed CAP uniforms. You might be interested in knowing that the cadets conducted a car wash this past October to raise money for uniforms and earned over \$100. Also, the parents of some of our cadets who could afford to help out have donated another \$200 to our uniform fund. To date we have raised \$312 but we are a long way from the \$4,250 needed.

I will call your office next Tuesday, January 18, for an appointment to visit with you. At your convenience, I would like to discuss a contribution we hope you would consider. In the meantime, please feel free to call me if you have any questions at (333)-333-3333. I look forward to meeting with you and telling you about the difference that CAP has been making in the lives of young men and women.

Sincerely
Harrison G. Fox, 1Lt, CAP
Squadron Commander





Five Ways To Raise \$\$ Today – #5 Business & Corporate Asks

- Get to Know the Community Relations Director
- Research website and ask how best to apply
- If Company has a Regional Presence or is a National Company, please Contact NHQ to Make Sure We Are Not Duplicating Efforts

[Field Fundraising Best Practices Guide](#)

SAMPLE FUND-RAISING LETTER #3 CORPORATE SPONSOR 1

(Use squadron or wing letterhead)
31 January 2017

Lt Col John Q. Longworth, USAF (Ret)
Plant Manager
Orion Technologies, Inc.
1400 Falcon Road
Alexander, FL 23456

Dear Mr. Longworth:

Thank you for attending our Civil Air Patrol squadron meeting this past Monday. All of our members enjoyed hearing about your years as a CAP cadet in this squadron during the 1960s, and how that led to a distinguished 12-year career in the United States Air Force. Your presentation on Orion Technologies, Inc., was extremely impressive and we congratulate you on the phenomenal growth the company has experienced under your leadership.

Following your presentation on Monday night, I shared with you that our squadron needed a corporate sponsor to cover some of our annual operating expenses. You suggested that your company might be interested in serving as our corporate sponsor, and that I should submit a written request so you could present the proposal to your company president. I have enclosed a copy of a three-page Sponsorship Proposal calling for an annual tax-deductible contribution of \$5,000. The proposal details how the annual sponsorship would be used to buy much-needed training materials, communications and emergency services equipment, uniforms for underprivileged cadets, routine operating expenses and maintenance of our squadron building, etc. The proposal also includes several ways which our squadron can publicly recognize Orion Technologies, Inc., as our official sponsor. Please review the proposal and let me know if I need to make revisions prior to you presenting it to your company president.

Over the 40-year history of our local CAP squadron, local, state and national agencies have called on us numerous times to perform air and ground search and rescue missions, conduct counterdrug flights and even provide disaster relief manpower, as well as aerial reconnaissance following two hurricanes. Truly every citizen of central Florida has benefited from the volunteer service and missions of our local CAP squadron. With Orion Technologies Inc. as our corporate sponsor, the Alexander Composite Squadron will always be prepared to meet the future emergency service needs of this community and state.

Please feel free to call me if you have any questions at (333) 333-4444. I look forward to hearing from you.

Sincerely,
Steven C. Turner, Maj, CAP
Squadron Commander





Most Frequently Asked Question

Shop with Amazon Smile



- Amazon Smile funds goes directly to Cadet Scholarships
- Since inception, nearly \$17,000 has been donated
- AmazonSmile does not allow for individual units to set up accounts and does not provide a way for the CAP Development office to pull detailed reports.
Insider tip: Consider using Facebook fundraising instead.





Bonus! New Program Wheels and Wings

DONATE YOUR WINGS OR WHEELS

WE MAKE IT EASY TO TURN YOUR PLANE OR CAR
INTO A DONATION FOR CIVIL AIR PATROL.

FAST PAPERWORK
& TAX DEDUCTIBLE
888-299-8150

gocivilairpatrol.org/donatewheels



We have a signed a 3rd party vendor who manages donations of planes, RVs, boats, cars and heavy equipment.

We are beta testing the program, but for donors who designate a local unit, a large % of the proceeds are given back to the unit after auction costs.

Promote this!

POWERED BY 





Sign-Up For Bi-Monthly Newsletter



www.gocivilairpatrol.com/fieldfr





Civil Air Patrol's Newsletter for Field Fundraising January 2019

You are receiving this e-mail because you agreed to receive communications from CAP/NIQ.

Inside this issue...
It's a "Pop-Up" CFC Q&A Session, Major Todd Mandel Shares His Unit Fundraising Secrets, Contributions to Your Unit Could Be Matched, & More!

It's a "Pop-Up" CFC Webinar Your Last Minute Questions Answered Wednesday, January 30, 2019 8PM EST/ 7PM CST/ 6PM MST /5PM PST/3PM HST

By Special Request - For those units in the final stages of submitting your Combined Federal Campaign (CFC) application we are holding a final GoToMeeting Q&A Session.

Major James "Speedy" Mathews is hosting this highly demanded session.

Applications are due to CFC by January 31st. Join us for the curated session to answer your top questions.



[Click Here to Sign-Up for the Q&A Session on Wednesday, January 30th](#)

[Click Here to Visit CAP's Combined Federal Campaign Web Page](#)

CORPORATE MATCHING

CHECK IF YOUR COMPANY MATCHES DONATIONS OR VOLUNTEER HOURS

Did You Know? Some Employers Will Match Charitable Contributions and/or Volunteer Hours!

That's right, many employers will match charitable contributions and/or volunteer hours contributed by their employees or employees' spouses to encourage philanthropic giving! The matching gift program is great for maximizing donated dollars, as many employers will match dollar for dollar or even triple your gift! Matching gifts will be allocated to the donor's designation (if requested) unless company policy requires distribution to a general fund.

Fundraising Extra! Consider adding the



Civil Air Patrol's Newsletter for Field Fundraising February 2019

You are receiving this e-mail because you agreed to receive communications from CAP/NIQ.

Inside this Issue...
3 Easy Steps to Create Interested Donors, We've Issued a Double Dare, Lt. Col. Marlene Johnson - CAP Shares Her Unit Fundraising Secrets & More!

You Had Me at Hello! Fundraising Starts With Relationships

Funds often flow to your unit because of community relationships established by your fellow Civil Air Patrol members.

Step 1: At a CAP meeting, ask members to take a moment and jot down two people they know in your local Rotary Clubs, Veterans Organizations, Property and Real Estate Management Companies, Fire and Police Stations, Airport Managers, Flying Clubs, City/County Council or other local businesses.

Step 2: Ask members to make a point the next time they see one of the persons listed above to share their most recent CAP success or personal experience and what makes CAP meaningful. (It's also a great answer when anyone says, "what's new with you," to answer with your CAP experience.)

Step 3: It's much easier to inquire about available funding or support, or send a letter of request, to someone who knows the impact of Civil Air Patrol. (Make sure the member with the local relationship is involved in the ask!)

Individuals and businesses give because they see and know about Civil Air Patrol. The more awareness and firsthand knowledge a potential donor has, the more they want to be part of making things better in our communities.

Our greatest opportunity is to include others in what we do.



CORPORATE MATCHING

CHECK IF YOUR COMPANY MATCHES DONATIONS OR VOLUNTEER HOURS

We Dare You to Look! Warning... It Just Might Cause Double Donations!

You might be surprised to find your unit is qualified to receive money for your member's volunteer hours to CAP.

You can also make it easy for a member, parent, or spouse who works for a matching gift company to have their charitable contributions doubled.

Since October 1, we have received more





How To Be Successful In Fundraising

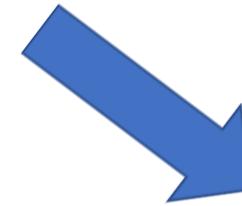
- Build Relationships
- Refer to CAP Regulation 173-4 (update in progress)
 - Tax Rules for Acknowledging Gifts of \$250 or more
 - Tax Rules for taking in-kind gifts
 - NHQ Rules about vehicles, equipment, etc.
- Squadron and Wing Commander Must Give Approval for Fundraising Activities
- Corporate & National Foundation Asks– Talk to NHQ Development to Clear Companies with National or Multi-State Presence



As Philanthropy Takes Flight



- Recognition List of Donors in Annual Report
- Scholarship & Uniform Campaign





 **CIVIL AIR PATROL**
ALUMNI & FRIENDS

JOIN US at CAPAlumni.org
or call 833-IAM-4CAP

RECEIVE UPDATES ON CIVIL AIR PATROL. RECONNECT WITH FRIENDS.
REMEMBER YOUR SERVICE. **IT'S TIME! #RECAP**





New Partnership



- ★ Average age of first will is 44-yrs-old. Offered as a free financial tool for members.
- ★ Overall average age for making a first charitable planned gift is 53.
 - CAP's average age of Senior Members is 53.**
 - #s of those aged 45-55 is 25% of our Senior Membership**
- ★ Legal advisors are the key to the will-making process, 91.6% worked with a legal advisor to draw up their wills.
- ★ 73% of donors reported being “very comfortable” or “somewhat comfortable” with their own mortality.





FreeWill Partner Charities

National / Global



Local



Our FreeWill.com/CAP Portal

The screenshot shows a web browser window displaying the FreeWill.com/CAP Portal. The page features the FreeWill logo and the Civil Air Patrol logo. The main heading is "A gift for you and your future". Below this, a message states: "As a thank you for being a friend of Civil Air Patrol, FreeWill is delighted to help you create your legal will. It's 100% free to you, and most people finish in 20 minutes or less." A red error message reads: "Please enter a valid email, including the full domain name with extension". Below the error message is an input field labeled "Enter email address". The page also includes a "Feedback" button on the right side and a "Sign up" button in the top right corner. A circular image of a man in a flight suit is visible in the bottom right corner of the page.



CAP Development Team

ABOUT US - DEVELOPMENT

FieldFundraising@GoCivilAirPatrol.org

New to the team!



Lt Col Paul Cianciolo,
CFC Coordinator &



Major Todd Mandel,
National Grants
Manager



*Col. John Knowles -
CAP, Deputy Chief of
Alumni Relations*

[Email](#)



*Kristina E. Jones, M.A.,
CFRE
Chief of Philanthropy*

[Email](#)



*Major Lisa Myrick -
CAP, Deputy Chief of
Field Fundraising*

[Email](#)



*Lt. Col. Andrew Liput -
CAP, Partnerships and
Promotions Coordinator*



*Major Jim "Speedy"
Matthews - CAP,
Annual Giving and CFC
Coordinator*



*Donna Bass Maraman
Development
Coordinator*

[Email](#)



*Rebecca Stovall
Donor Database and
Operations Administrator*

[Email](#)





Questions & Discussion?

Visit our www.gocivilairpatrol.com/giving or www.gocivilairpatrol.com/fieldfr pages

